



BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	Unit 14: The Cruise Industry
Learning aim	C: Investigate the potential economic, social and environmental impacts of the cruise industry
Assignment title	Assignment 3 - The potential impacts of the cruise industry
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing in your apprentice role at a local cruise agency. Following on from your success at selling cruise packages, you have now moved back to work with the Deputy Manager. As many customers are becoming more aware of the impacts of tourism, she has asked you to carry out some research into the potential economic, social and environmental impacts of the cruise industry.
Task 1	The Deputy Manager specifies that you research and communicate your findings in a presentation to colleagues. In your presentation you should: ● Explain and critically analyse the potential positive and negative economic, social and environmental impacts of the cruise industry in both a ship-related and a shore-related context. Include appropriate examples and consider interrelationships and consequences of impacts. ● Evaluate the significance of the potential positive and negative economic, social and environmental impacts in both on-board and on-shore contexts. Draw accurately on the results of your research to show understanding of both specific and wider impacts, making judgements on their relative importance and justifying your conclusions.



Checklist of evidence required	PowerPoint presentation with presentation notes Observation Record completed by the Assessor

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
14/C.P5	Explain the potential economic, social and environmental impacts of the cruise industry in a ship-related context.
14/C.P6	Explain the potential economic, social and environmental impacts of the cruise industry in a shore-related context.
14/C.M3	Analyse the potential economic, social and environmental impact of the cruise industry, in both ship-related and shore-related contexts.
14/C.D3	Evaluate the significance of potential economic, social and environmental impacts in both ship-related and shore-related contexts.
Sources of information to support you with this Assignment	Textbooks Dale, G. (2010) <i>BTEC Level 3 National Travel and Tourism Student Book 2</i>, Pearson, 978 1846907284 Gibson, P and Parkman, R (2018) <i>Cruise Operations Management Hospitality Perspectives</i>, Taylor and Francis, 9781138505179 Websites Cruise lines e.g. http://www.rclcorporate.com/environment/ Royal Caribbean https://www.pocruises.com/environment P and O cruises https://cruising.org/Sustainability https://cruising.org/-/media/research-updates/research/clia-2019-state-of-the-industry-presentation-(1).pdf Cruise Lines International Association - the world's largest cruise industry trade association Articles e.g. https://www.travelmarketreport.com/articles/Cruise-Lines-Pull-Their-Weight-in-Social-Responsibility-and-Conservation-Battles
Other assessment materials attached to this Assignment Brief	N/A

